

## Public Relations

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### Sponsoring Cancer Detection Program Every Year

Sponsoring a Campaign to Reach Korean American Women with Vital Information about Breast Cancer

Jayone Foods, Inc. has been sponsoring breast cancer media campaign, 'Cancer Detection Programs: Every Woman Counts,' since 2003. In 2004, Jayone Foods, Inc. received a Certificate of Appreciation from the California Department of Health Services/Cancer Detection Section for sponsoring this campaign.

In order to help women survive breast cancer, the California Department of Health Services provides free mammograms and clinical breast exams to qualifying women aged 40 and older. Early detection and treatment increase a woman's chances of surviving breast cancer to as high as 96%. As part of this program, the Department conducted a media campaign within the Korean Community to encourage Korean American women to get their annual breast cancer screening.

As a sponsor of this campaign, Jayone Foods, Inc. provided 7,000 free tofu coupons for promotion participants to redeem at Korean grocery stores in LA area. Tofu itself was a meaningful gift for this campaign because some studies have shown that a diet rich in soy protein could be helpful in reducing the risk of breast cancer.

The Department will conduct another campaign this year within the Korean Community starting in August, and Jayone Foods, Inc. decided to be a sponsor again by providing 7,000 free tofu or soy milk coupons. If you are California residents, you could receive a coupon for free tofu or soy milk at Korean grocery stores in the LA area during this period.

If you need more information, you may contact the campaign media agency, [Healthier Solutions, Inc.](#) (Yonah Hong) at 323-934-4116. Also, women aged 40 and older or their loved ones can contact Cancer Detection Programs: Every Woman Counts at 800-511-2300 to see if they qualify for a free breast cancer screening. If they call Monday-Friday between 9AM and 7PM and press #6, they can speak to Korean-speaking program representatives.

**"We think it's wonderful that Jayone Foods is marketing the promotion and that they've increased their donation of tofu. We definitely appreciate their enthusiasm and community spirit."** - from a State Representative

### Scholarship Program

Jayone Foods, Inc. offers a scholarship twice a year in April and October for the purpose of promoting Korean food culture. This scholarship is open to the students whose majors are Korean food or food related subjects.

This program is included a sub-content of matjarang.com which encourages its members to participate. See details at matjarang.com. Matjarang.com will have other events or contests to promote members to develop more fun and chat among Korean community in the States.

### Support Programs



### Community Supports

Jayone Foods, Inc. sponsors one of the events in Korean Festival in Orange County, California every year. This is a Korean wrestling contest called "Sireum", traditional Korean folk contest.



### Food Support Program

Jayone Foods, Inc. operates a food support program through community or religion organizations. Jayone provides a certain amount of Korean groceries to the organization to help poor neighbors or child care programs.